



CASE STUDY: New Mental Health Practice Accelerates Reimbursements, Cash Flow with AZZLY®

Name: John Bracken, Licensed Clinical Social Worker (LCSW)

Experience: 28 years

Practice Type: Mental Health

Specialty: General psychotherapy, with focus on adult patients with chronic pain and disability with psychological factors

Location: Port St. Lucie, Florida

Practice Founded: May 2012

The Challenge

When John Bracken learned, in March 2012, that his employer was closing their mental health practice in Port St. Lucie, Florida, he had less than 60 days to chart a new course. A Licensed Clinical Social Worker (LCSW) for 28 years, Bracken decided his best option was to open his own practice in the area, which he did in May.

But even with a full caseload of patients who followed him, Bracken was keenly aware of the biggest challenge to getting his business off the ground: cash flow. That's because the traditional paper-based billing processes used by Bracken's previous employer resulted in payments from insurance companies, Medicare and Medicaid that took as long as 90 to 120 days to arrive.

"Timely and accurate reimbursements will make or break my practice," said Bracken. "Unless you have a large sum of money that you can dip into and live off of until the cash comes in consistently, you're going to struggle to stay afloat. Since our practice was started in such an emergency situation, we had to scramble. We just didn't have 90 days to wait to get paid – and keep serving our patients. We knew we needed to steer clear of paper forms and put in place an electronic health record and billing system to run the business on Day One."

The Solution

After evaluating several electronic health record (EHR) and billing applications, Bracken selected AZZLY One Click Patient Care Management because, as he puts it: "The AZZLY team could tailor their solution to how I like to run my practice, with financial terms that make it attractive and affordable for me as a start-up."

An "all-in-one" cloud-based platform that integrates electronic health record (EHR), practice management (PM) and patient health record (PHR) capabilities, AZZLY is designed specifically to support the business and clinical needs of small to mid-sized healthcare practices, equipping them to boost operational efficiencies, shorten revenue cycles, and bolster their bottom line.

The Results

How has AZZLY performed for Bracken? "With AZZLY, I'm able to easily fill out all the documentation we need for accurate billing *during* the patient encounter, without it interrupting the flow of my session with the patient. This has cut my documentation time from over an hour per patient, to only 10 minutes," said Bracken. "And when you consider I see 35 to 45 patients per week, that time savings is substantial and allows me to spend more time on patient care."

The greater efficiencies in billing paperwork and processing have also accelerated reimbursements for Bracken. "Before the billing document is sent electronically to the payer, AZZLY cleans and scrubs it to ensure accuracy and compliance. So I know before it's even sent out from my computer, it's a valid bill that's likely to be approved on the first go-around."

The bottom line result: "Instead of achieving the typical 50 to 60-percent first-time approval from payers, I'm getting 100-percent with AZZLY. And the reimbursements are arriving within days, not months," said Bracken. "With the soaring costs of running my own practice and trend toward reduced provider reimbursements, cash flow is critical. The AZZLY system frees me up to practice psychotherapy the way I want to practice, with the confidence that my business is operating more efficiently – and profitably."